



Gazette

Published by
VON-BER-MAR FARMS
"Fountainhead for Scotch Shorthorns"

MARCH 1961 — VOL. 1, NO. 3

LENOX, IOWA



Behind every great accomplishment, there must be men of vision, faith, determination and hard work. Above are the men who made the first complete bull test station in America, financed by breeders, a success. From the left they are Robert de Baca, ISU Extension Animal Husbandman, the direct official supervisor of all feeding, weighing, management and compiler of official test data. "Bud" Rasmussen, director and member of the breeder supervising committee. Next to "Bud" is Roscoe Packer, the treasurer, director and also one of the three breeder supervisors. Gail Danilson, field representative of the Iowa Beef Producers Association and advisory director on the board. Melvin Bell, resident herdsman at the station, who is in direct charge of the bulls, feeds, brushes, trims feet, and is constantly responsible for the bulls. Homer Clausen, president of the test association, director and member of the breeder advisory committee.

WINDOM and MEANS Win at State Sales

Von Ber Mar neighbors Dean Windom of Lenox and Kenneth Means of Villisca carried the banner high for Southwest Iowa at the state Shorthorn sales on February 28 and March 1 in Des Moines.

Dean showed Mainstay's Juggler 16th to the Polled Shorthorn bull championship. Collingsby Farm of LaCrosse, Indiana, paid \$675 for the young bull.

(Cont. on Page 5)



TESTED BULL SALE HAS HIGH AVERAGE

February 15, 1961, is a day to be long remembered by Iowa Shorthorn breeders. It could have been 20 below zero when the Tested Bull Sale started in the improvised sale ring out in the barn at Ames—but it wasn't, it was well above freezing. Snow could have been flying—but the sun was shining. A handful of breeders could have been present for a social get together—but instead a "no standing room left" crowd of practical beef cattlemen were there and they were interested in the cold hard economics of making a profit. The bulls averaged \$598.00.

Just a year ago the proponents of the Iowa Shorthorn Bull Test Station felt like a fighter who had done everything right according to the book, he had eaten the right food, he was strong, he had trained right, he was tough, he had stamina, he was ready—but he was on the canvas. Perhaps there were too many bulls offered for sale last year, it might have been too much of an increase in one year; perhaps it was wrong to sell all of the bulls regardless of their score. Anyway the 1960 sale was discouraging. The 1961 sale did prove the need for bull test stations and the sale was a success.

All of the bulls offered for sale in 1961 were required to have gained at least 2.25 pounds per day on test, to have a conformation score of at least 9 and an index of 100 or better.

The top gaining bull was a Shorthorn from Rasmussen Brothers of Goldfield, Iowa, and he gained 3.28 pounds per day. The average gain of the 56 bulls tested was 2.5 and the lowest gaining bull gained 1.88 pounds per day.

It took 798 pounds of feed on the average to put on 100 pounds gain, the least efficient bull taking 1168 pounds and the most efficient taking 623 pounds of feed a hundred pounds gain. The most efficient bull was a Polled Hereford from the farm of Marlowe Seitsinger, Keota, Iowa.

The 1960 test was opened up to all three beef breeds and the test once again gave evidence to the capabilities of all breeds. All three breeds were repre-

(Cont. on Page 5)

EDITORIALS**HOUSE FILE 376**

A bill that can help all agriculture—contact your legislator—ask him to support H.F. 376.

What is H.F. 376? It is a bill that will permit an organized association of producers of any specific product, such as beef, to make a market deduction and to use these funds to establish promotional, educational and advertising programs for their product. It is a step forward in helping farmers to help themselves.

Who will pay the bill? You will—but you pay it anyway. Since 1950 the cost of farm foods in the retail market has gone **up 12%**, during that same time the farmer's income has gone **down 13%**—and the handlers, processors, transporters and retailers have taken **35 % more**. Promotion and marketing programs such as may develop through funds raised by producer groups may be a step forward in producers having more influence on the prices they receive.

Who will control the program? You will—through your producer groups such as the Iowa Beef Producers Association. Not only do you have control through your vote in your association—but you have absolute control since you can, if not satisfied with the program, request the deduction not be made on your livestock. If you change your mind after the deduction is made you have 60 days to request a refund.

Who will benefit from the program? You and all agriculture will—and so will the consumers of the country as they reach for delicious, nutritious, body building beef.

Who is for the program? Everyone who believes in people helping themselves—it is opposed by those who want to deny farmers the opportunity of influencing more of their destiny.

What should you do? You should write, call, and best of all **visit your legislator before next Monday**.



Columbia, Mo., February 16, 1961

Dear Mr. Moore:

I was pleased to receive a copy of your Red, White and Roan Gazette. You have some very fine articles in your No. 2 issue. If you still have copies of your No. 1 issue of volume No. 1, I would appreciate receiving a copy of it.

Very sincerely,

James E. Comfort, Associate Professor
Department of Animal Husbandry,
College of Agriculture, University of Missouri

Denver, Colorado, February 16, 1961

Good Morning, Vaughn:

You honor me with the reproduction of the editorial. I was quite interested in your "Red, White and Roan Gazette."

We strongly feel that some of you leading breeders can benefit the breed a great deal by more promotion in the states where such a high percentage of the beef cows and heifers are grazed. In other words, the 10-state area covered by our Denver magazine contains 48.7% of the nation's beef cows and heifers and is reached by little Shorthorn promotion.

So long,

Forrest Bassford
Editor, Western Livestock Journal

Cowtown
Turlock, California, February 14, 1961

Dear Vaughn—

Enjoyed the second issue of your Red, White and Roan Gazette very much. I wish I had received your No. 1 now.

If we can help you any way through our Stockmans Weekly, please let us know.

Sincerely,
"Mac" McDaniel

IOWA ISSUE

This third issue of the Red, White and Roan Gazette is dedicated to Iowa Shorthorn and Polled Shorthorn breeders—and to all Iowa beef producers. This issue points out the importance of belonging and participating in your state association, and of working in the interest of the Iowa Beef Producers Association. The increased specialization in agriculture is making it more necessary for specific commodity organizations to work on product improvement, promotion, public relations, advertising and marketing. Our business is beef—let's see that it continues to be the best food offered for sale and make everyone want it.

IOWA BREEDERS' OPPORTUNITY

Every Iowa Shorthorn breeder has from now until May 1, 1961, to help himself and to help a youngster get ahead—How? Get a 4-H boy to accept a Shorthorn heifer as a 4-H project. Heifers born from Jan. 1, 1960, to Dec. 31, 1960, are eligible for purebred beef heifer projects.

On the average, every boy started today will be a purebred breeder in six years if you keep him interested—the biggest step is to get him started.

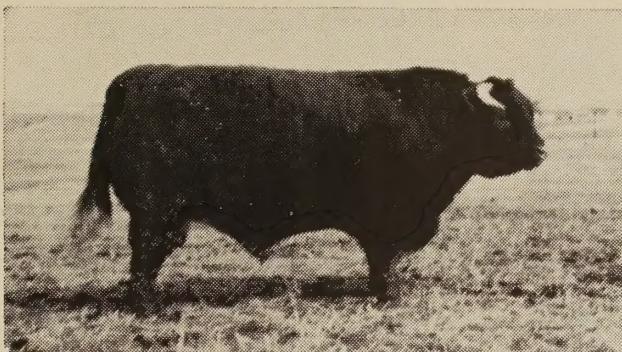
If you know a capable boy with ability and desire but lacking finances, consider seriously helping him get a loan at a bank or carry the note yourself. Be sure it is a business deal, require interest, have the heifer insured for mutual protection.

Your interest in helping young people get started can help build your herd, build your breed and much more important—you can help build a boy into a man.

**INCOME TAX DEDUCTION**

The federal government regards field days, tours, sales, educational demonstrations and events connected with your beef breeding business as important and essential to your business. Normal expenses incurred while you participate in these events are deductible.

There is no denying the pleasure of going to your Shorthorn field day—the people, the food, the comparing of notes, the talking to prospective breeders and customers—but on top of all the pleasure, remember it is good business to attend your state and local field days. Uncle Sam thinks so—so should you.



Kair Masterkey, our senior herd sire, has just added another big one to his record at Perth—Glamis Trademark, a bull calf sired by Calrossie Diadem and out of a daughter of Kair Masterkey was Junior and Supreme Grand Champion of the famous show.



SPRING WORK

Spring work finds all hands in their working clothes at Von-Ber-Mar. Top left we see Kair Masterkey proudly looking across the Moore farmstead—reflecting in the honors he and his get have won at Perth. Masterkey is not at all concerned about two of his young sons fighting in the picture below him. He knows they are just trying to determine the order they will sell at our sale September 25.

Von-Ber-Mar Roan Robin has been on the north farm since his Denver victory. We interrupted the mud-covered champion below as he was discussing his spring work with one of the 20 heifers in his pasture.



YOU
Are Needed
WRITE
Your Legislator
CALL
Your Legislator
VISIT
Your Legislator
TODAY
And Ask Him
To Support
H.F. 376

SQUIRE'S CORNER
By Vaughn Moore



We were overwhelmed by all the good things that happened to Von-Ber-Mar at Denver this year. Our Von-Ber-Mar Roan Robin was grand champion bull of the show and I was elected a national director of the American Shorthorn Association. Roan Robin and I may both be a little young in the business but we are going to go to work and do the best we can.

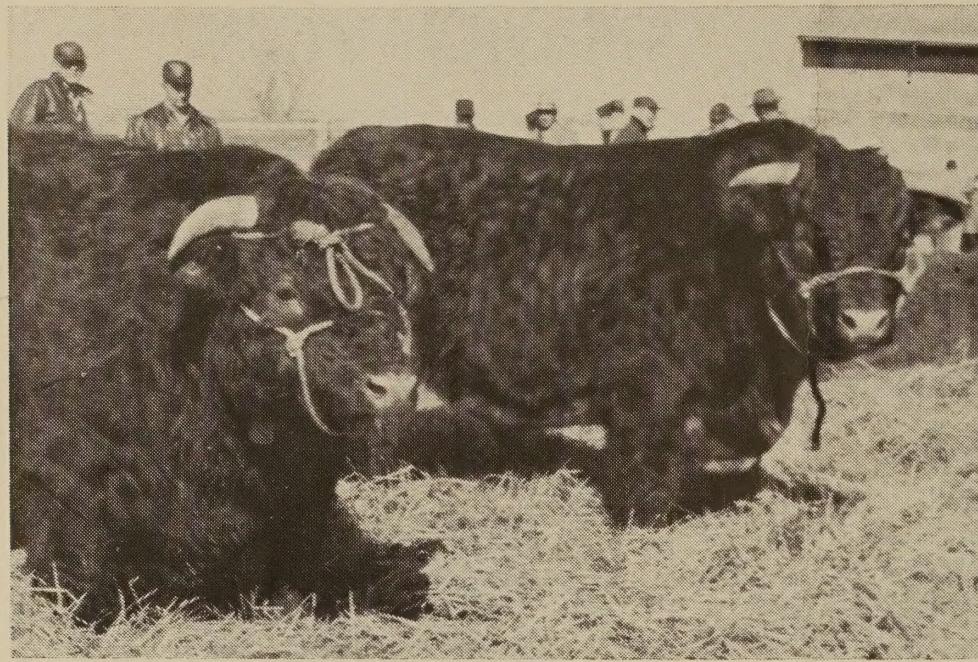
Seriously folks—I appreciate the faith and confidence you have shown in me, and during my term in office I will do all I can to give equal opportunity to all breeders; to try to reach decisions that will contribute to the betterment of Shorthorn and Polled Shorthorn cattle, and to do everything possible to increase the popularity and stature of our breed.

If you have any constructive suggestions for our breed please give me your ideas, tell me when you see me, write a letter, call me on the phone, or scribble it on the back of an odd piece of paper—any way let me know how we can work together for everyone's benefit.

Now that I'm a director, I look at the heading of this column and wonder who



it was that talked me into calling this the "Squire's Corner." I don't know what a squire is unless it is a city guy in the country. I'm certainly not that—I'm a country kid that went to the city. Some of the younger generation might call me a "square" but really I'm quite round, where the corner comes in is beyond me. I guess I'll just give up and continue being a happy, husky, country boy hoping that everyone else is happy and enjoying life—especially with Shorthorn cattle.



On the left is R B Max Juggler 21st, the fastest gaining bull of any on test with an average of 3.28 pounds per day. He was entered in the test by "Bud" Rasmussen. This fast gaining bull was second in index with a score of 126, needed 809 pounds of feed per 100 pounds gain, had a conformation score of 14.7, weighed 1422 pounds at the end of test and was 19 months old. Nathan and Carl Fredrick of Iowa City paid \$950 for this bull—the Fredricks cooperated with setting up the test station and have had bulls on test each year.

On the right is lot 5, R B Max Juggler 20th, another Rasmussen bull and five-eights brother of lot 2. As indicated by the lot number, this bull was fifth in over all index with a score of 118. His conformation score was 15.0; daily gain on test 2.76, 847 pounds feed per 100 pounds gain, weighed 1414 pounds at the end of test and was 21.5 months old. Mr. Goihl of Lake City, Minnesota, paid \$850 for R B Max Juggler 20th, making him the 5th high priced bull of the sale.



Russell Held, Minor Blum, Warren Cowman and Bob Blum all agreed that the fellow in the middle had been the best gainer but doubted if he would cut out quite as high a percentage of retail cuts.

PROCEDURE AND RESULTS 1960 IOWA BULL TEST

The 56 bulls were on test for five 28-day periods or 140 days. They were tied at individual feeders twice daily and accurate weights were taken of the feed they ate. They were scored for conformation by a committee of three at the beginning and end of the test.

THE RATION

The following amounts of ingredients per ton:

Crimped corn	960 lbs.
Crimped oats	740 lbs.
Wheat bran	100 lbs.
Beet pulp plus Vitamin A	100 lbs.
Linseed Oil Meal	90 lbs.
Trace Mineralized Salt	8 lbs.
Steam bone meal	8 lbs.
Brome-Alfalfa hay	free choice (hay not to exceed 4 lbs. daily)

The average feed consumption was 20.7 pounds per day.

GAIN PER DAY ON TEST

The average gain per day for the 56 bulls was 2.5 lbs.; highest, 3.28; lowest, 1.88. No bull was permitted to sell having a gain of less than 2.25 pounds per day, the sale bulls averaged 2.63 lbs.

FEED PER 100 POUNDS GAIN

The average feed efficiency was 835 pounds of feed for 100 pounds of gain; the range was from 623 to 1168.

CONFORMATION SCORE

15-17 EXCELLENT—Bulls suitable for a very top herd of purebred brood cows. Should make a good show in strong competition.

12-14 GOOD TO VERY GOOD—Bulls in the top of this grade should be good enough to go into purebred herds or top commercial herds. Middle and bottom of grade represent strong commercial bulls.

9-11 FAIR TO GOOD—Conformation for useful commercial bulls.

0-8 Bulls lacking in conformation, not of quality that should be used in practical quality beef improvement. Unsound bulls, bulls with undesirable genetic qualities, etc., are also placed in this group.

INDEX

The index gives equal value to gain, feed efficiency and conformation score.

.2 lb. daily gain was valued at 3 points
70 lbs. feed efficiency was valued at 3 points

1 unit of conformation score was valued at 3 points

To figure the index:

Multiply daily gain by 15.0—gain value
Multiply feed per 100 pounds gain by .042—efficiency value

Multiply conformation score by 3.0—score value

Then to index, add 67.0 plus gain value plus score value and subtract efficiency value.

The Date
SEPTEMBER 25, 1961
VON-BER-MAR
SALE

TESTED BULL SALE

(Cont. from Page 1)

sented in the top 5 indexing bulls. The top indexing bull was an Angus bred by Cecil Rooks of Eldora and scored 129. The number 2 index bull with a score of 126 was the Rasmussen Shorthorn bull with the test's fastest gain of 3.28 pounds per day. The third indexing bull scored 124, the Held Shorthorn bull that was the highest conformation bull scoring 15.7, and also the highest gain per day of age at 2.62 pounds. 122 was the index score of the 4th bull, the Seitsinger Polled Hereford, the most efficient bull of the test. The 5th indexing bull, another Rasmussen Shorthorn, scoring 118.

All breeds are represented in the new set of young bulls now on test, the station will be prepared to handle another set of bulls for tests in about 5 months.

WINDOM AND MEANS

(Cont. from Page 1)

He was a year old in January.

Kenneth Means, 14, raised Bridget Beauty 59th as a 4-H project and she was selected the champion Shorthorn female of the Iowa Royal Show and Sale. Braywood Farms of Okasloosa purchased the heifer for \$640.

Not quite so close to Lenox as Windom and Means, but close enough to call our Southwest Iowa neighbors are the Johnson Brothers of Atlantic. Their bull, Marshal's Bomber, was reserve champion bull and sold for \$1,000, going to Homer Ogden of Maryville, Missouri, and Art Hartman of Barnard, Missouri.

Bill Anderson of West Liberty showed a son of Louada Aristocrat to the bull championship and he sold for \$1075 to the Winkler Cattle Co., Castle Rock, Colorado.

Both the Iowa Royal Shorthorn Sale and the Iowa Polled Shorthorn Sale were top quality sales. The forty Shorthorn bulls averaged \$475, and 12 females \$369. Thirty-three Polled Shorthorn bulls averaged \$400 and the thirteen Polled females averaged \$300.

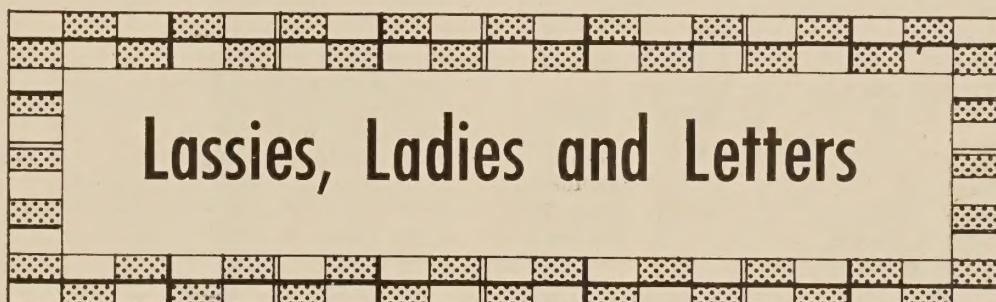
The Polled Shorthorn Sale marked the first state sale held in connection with the Iowa Royal state sale. Everyone concerned felt the sale was most successful and they are looking forward to another sale next year.

While the Polled sale was good, buyers certainly were provided quality beef cattle for the prices paid. Wayne Carr of Cincinnati, Iowa, presented a top consignment of beef cattle, 4 bulls and 2 females sired by Lynnwood Raider and 1 bull a grandson of Lynnwood Raider.

Perfect Lowman, consigned by Seely Brothers of Algona, was one of the top, rugged bulls. This beefy, heavy-boned bull sold to R. D. Magill of Verona, North Dakota, for \$650.



"Bud" Rasmussen, Goldfield, G. W. Symonds of Victoria, Illinois, and Homer Clausen, Spencer, looking over the older polled bull lot the evening before the sale. In the foreground is the Miles M. Mann bull, the highest conformation Polled Shorthorn bull of the test. He scored 15.3 which placed him second of all breeds, next to the Held Shorthorn bull. The Mann bull was sired by Fair Acres Viking 2nd, by Fair Acres Viking and out of a Rosewood dam. He gained 2.44 pounds per day of test, used 899 pounds of feed per 100 pounds gain, a total index of 112, weighed 1480 pounds at the end of the test and was 19.5 months old. Byron Park of Cedar Rapids invested \$725 in this bull.



Lassies, Ladies and Letters

Dear Ladies and Lassies:

The Shorthorn Banquet held in Des Moines at the time of the Iowa Royal was very well attended and it was a very enjoyable program. The Lassies had a meeting after the banquet while the men were in their meeting. I would like to extend an invitation to you ladies, who have not joined the Iowa Lassies, to do so at once. You will find a fine group of women working together to further the Shorthorn Breed.

Bethine Cowman, who has been Iowa's Lassie President the past two years, has served the group faithfully and well. She deserves a vote of appreciation for the time and effort she has put forth. If you and your family are raising Shorthorns, you should participate in the activities connected with it. It makes your life fuller and you gain in widening your perspective and in making friends with other Shorthorn families. I have made many fine new friends and know with the coming years, as we grow in friendship and maturity, that this relationship will be even more rewarding. Why don't you join too? Let's have every lady of every Shorthorn family a Lassie!

It was good to see Adrian Carr at the Iowa Royal. She has had a long siege with her back. I'll bet she'll watch out what work she assists Wayne with after



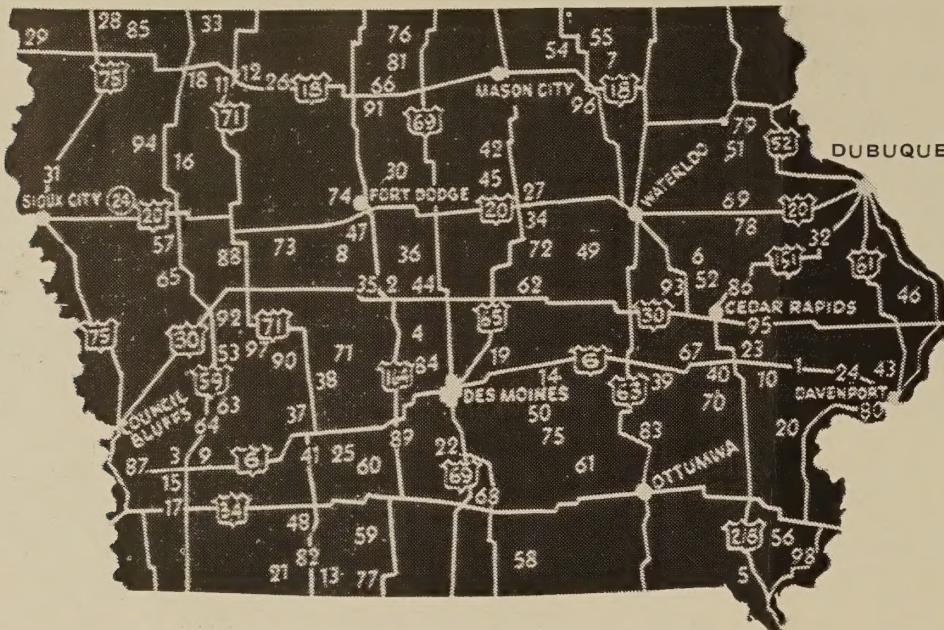
this experience!

Soon it will be Easter and Spring is on its way! What season is lovelier than this time of year with the lovely spring flowers and fresh new leaves on the trees. After that sleet and ice storm last of February, which was such a shimmering sight—but which left such destruction on many trees, we will be glad to see gentle Spring. Our farm lost many lovely shade trees and it is a loss only time can repair. You can rebuild fences, but not trees. There is nothing lovelier than a tree and when you lose several trees you doubly realize how true that statement is. I hope none of you had the damage on your farms that we did in Southwest Iowa.

A Happy Easter to all of you.

Berniece Moore

IOWA SHORTHORN ASSOCIATION MEMBERS



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Glen Struve, Manning President
 Lloyd Burr, Jr., Lone Tree Vice President
 Albert J. Hamann, Rock Rapids Secretary-Treasurer

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 Cyril L. Rees Pleasantville
 Otis W. Rothlisberger Elgin
 Glen Struve Manning
 Ka Del Urice Vinton

THE 1960 MEMBERS WERE:

1. Wm. N. Anderson, West Liberty.
2. Mrs. Violet A. Anderson, Boone.
3. Rober Applegate, Oakland.
4. Albert E. Beatty, Waukee.
5. E. G. Bell, Farmington.
6. Frank L. Beresford, Vinton.
7. Sherman & Kendrick Berg, Osage.
8. Maurice Bergquist, Somers.
9. Bernie Bolton, Oakland.
10. Lloyd F. Burr & Son, Lone Tree.
11. Claymore Farms, Spencer.
12. Homer Clausen, Spencer.
13. John Combs, New Market.
14. Cowman Stock Farm, Prairie City.
15. L. Craig & Lloyd H. Davis, Oakland.
16. Dr. John Dewar, Cherokee.
17. Walter M. Doyle, Hastings.
18. E. W. Dunn & Ervin Griesse, Hartley.
19. Armo Edler & Son, Mitchellville.
20. Evergreen Farm, Columbus Jct.
21. Lisle Farquhar, Coin.
22. Felton Farm, New Virginia.
23. Nathan Frederick & Son, Iowa City.
24. Carl Frick, Stockton.
25. Funke Bros., Fontanelle.
26. W. M. Gadsby, Dickens.
27. Mrs. E. A. Gunn & Son, Iowa Falls.
28. Albert J. Hamann, Rock Rapids.
29. Hanzen Bros., Inwood.
30. Carl Hebner, Goldfield.
31. H. Russell Held, Hinton.
32. Herman Helgens & Son, Monticello.
33. Ralph Hellinga, Harris.
34. Albert Hensing, Iowa Falls.
35. T. R. Hoefle, Grand Junction.
36. Jacob Jacobson, Story City.
37. Soren Jensen, Atlantic.
38. Everett Johansen, Audubon.
39. Johnson Bros., Montezuma.
40. Johnson Bros., Oxford.
41. Johnson Bros., Atlantic.
42. Robert G. Johnson, Latimer.
43. Gilbert Kardel, Walcott.
44. Leland Kellogg & Sons, Colo.
45. Kurtis R. Kelsey, Iowa Falls.
46. James P. Lanaghan, Charlotte.
47. Howard Loehr, Callender.
48. Lomas Farms, Villisca.
49. Homer A. Long, Grundy Center.
50. A. P. Lyon, Swan.
51. E. W. Mauer & Son, Fayette.
52. Bill Maynard, Shellsburg.
53. McCone Bros., Manilla.
54. Millard B. McNutt & Sons, St. Ansgar.
55. Wayne McNutt, Mitchell.
56. Leo A. & Adrian J. Meierotto, West Point.
57. Earl Mickelson & Son, Battle Creek.
58. Tedford W. Miles, Corydon.
59. Vaughn V. Moore, Lenox.
60. Neely & Kinyon, Greenfield.
61. Dale Neifert, Knoxville.
62. Charles Fred Nichols, Clemons.
63. Donald L. Obrecht & Sons, Harlan.
64. Lloyd W. Obrecht & Son, Harlan.
65. Calvin L. Olsen, Battle Creek.
66. Raymond Otis, Wesley.
67. H. K. Owens, Homestead.
68. Earl Paul & Son, Osceola.
69. Fred Peck & Son, Winthrop.
70. Penningroth Bros., Wellman.
71. James L. Peterson, Exira.
72. Dale E. Petty, Eldora.
73. Ralph Piper, Lake City

74. Henry Rathouz, Moorland.
75. C. L. Rees & Son, Pleasantville.
76. Andrew Risius, Buffalo Center.
77. Elmer M. & Dorothy A. Roberts, Bedford.
78. A. T. Robinson, Masonville.
79. Otis W. Rothlisberger, Elgin.
80. Walter Schuster, Stockton.
81. G. J. Schutjer, Woden.
82. E. R. Sederburg, Clarinda.
83. O. L. Seitsinger & Son, Rose Hill.
84. Scott Shirley & Son, Minburn.
85. H. R. Sindt, Rock Rapids.
86. E. W. Smykil, Cedar Rapids.
87. Alfred J. Spelman & Sons, Council Bluffs.
88. Jack Stickrod, Wall Lake.
89. Ralph Stringham, Earlham.
90. Glen W. Sturve, Manning.
91. Ben G. Studer, Wesley.
92. Bradley Tate, Denison.
93. Urice Bros., Vinton.
94. Louis Weber & Son, Marcus.
95. Wickham & Sadler, Mt. Vernon.
96. Henry Wiebke, Greene.
97. Joe B. Wiskus & Sons, Dedham.
98. Chas. W. Woodroffe, Ft. Madison.
99. Braywood Farms, Oskaloosa.

THE ULTIMATE IN EDUCATION

Going to school is one form of education, college personnel speaking at meetings in the country another, and experience itself is a good teacher—but actual cattle breeders investing their money in a scientific approach to beef cattle improvement, working shoulder to shoulder and sharing this experience with the best research and teaching staffs in our country—the ultimate in effective education is reached, so said Ken Fulk in opening remarks at the tested bull sale February 15.

Ken said the central test of bulls was not to change the basic concepts of beef improvement—rather the test was to give more exacting answers to the age old questions asked when buying breeding beef cattle. Will the bulls breed? Each bull offered for sale had passed fertility tests. How much does the bull weigh? The actual weight of the bull as he completed test was in the footnotes. How fast will he gain? How many pounds of feed per pound of gain? How does he rate on conformation? All of these questions were answered by the test and all this information adds to the information on date of birth, ancestry and breeder, usually found in sale catalogs.

During the next 20 years, beef cattle breeders and beef cattle associations working with educators can make production progress comparable to the progress dairy cattle have made in the last 30 years, said Ken and he added that Iowa Shorthorn and Polled Shorthorn breeders should be proud of the part they have played in pioneering a more accurate approach to beef improvement.

Be a Member in 1961

As agriculture continues to become more specialized it becomes more important for you to belong to and to participate in the activities of your specific commodity group. For we purebred cattle producers it is necessary so we can continue our type improvement, work together in selling our cattle, publicize our breed and to keep more accurately informed by associating with other breeders. It will be profitable to you to belong to the Iowa Shorthorn Association or the Iowa Polled Shorthorn Club.

Your Progressive Iowa Associations

1. Sponsor state sales each spring. Top state Shorthorn Sale in U. S. 1959, 1960.
2. Cooperate with Iowa State Fair each year in awarding a purebred Shorthorn heifer to a top 4-H Club boy.
3. Awards trophies for champion and reserve champion 4-H and F.F.A. heifer at the Iowa State Fair.
4. Sponsor annual meeting, banquet, state field days and booth at the Iowa State Fair.
5. Organized the first producer owned bull test station and one of the most complete bull test stations in the United States.
6. Advertise, promote and engage in other activities that continue to make Iowa the top state in registering Shorthorns and in total number of Shorthorn and Polled Shorthorns in the U. S.

TODAY — Send Your Dues to
ALBERT HAMANN
Rock Rapids, Iowa

LES JOHNSON SHOWS SLIDES

Les Johnson, head of the Animal Husbandry Department, Iowa State University, was the featured speaker at the Iowa Royal Shorthorn banquet at the Hotel Kirkwood Monday night, February 27. Les showed interesting colored slides of agriculture in the Holy Land and in Argentina.

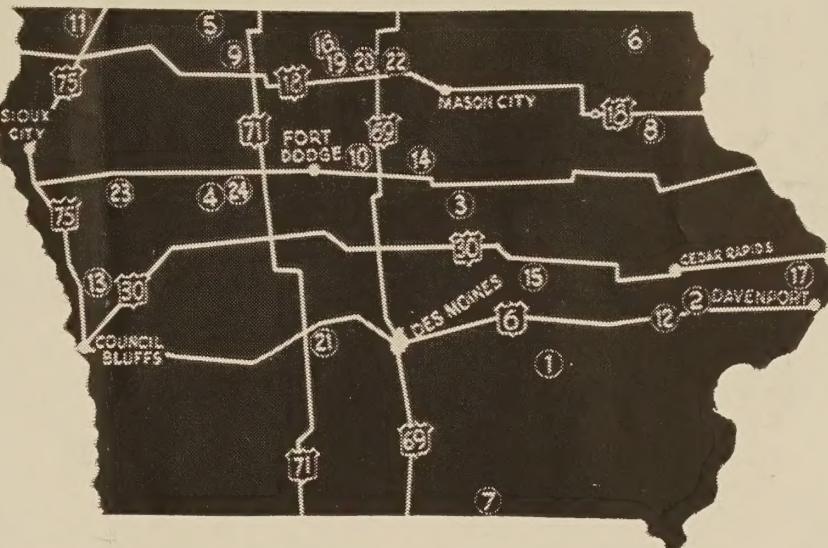
The Holy Land pictures showed today's agriculture with methods as ancient as they were at the dawn of animal agriculture. Along side these primitive methods however, new techniques are being developed.

Just last fall Johnson was on a similar mission to the Argentine and here observed some of the great beef cattle ranches of the world.

Both missions were a part of the United States State Department to create better understanding throughout the world and to share with others the technical advice we may be able to lend. All a part of a program to help people to help themselves and to be free and proud.

Les Johnson handled his assignment very capably and presented a colorful, educational and entertaining program to Iowa Shorthorn breeders.

IOWA POLLED SHORTHORN CLUB



OFFICERS

Robert Blum, Terril,
President.

R. W. Packer, Marshalltown
Vice President.

Albert J. Hamann, Rock Rapids,
Secretary - Treasurer

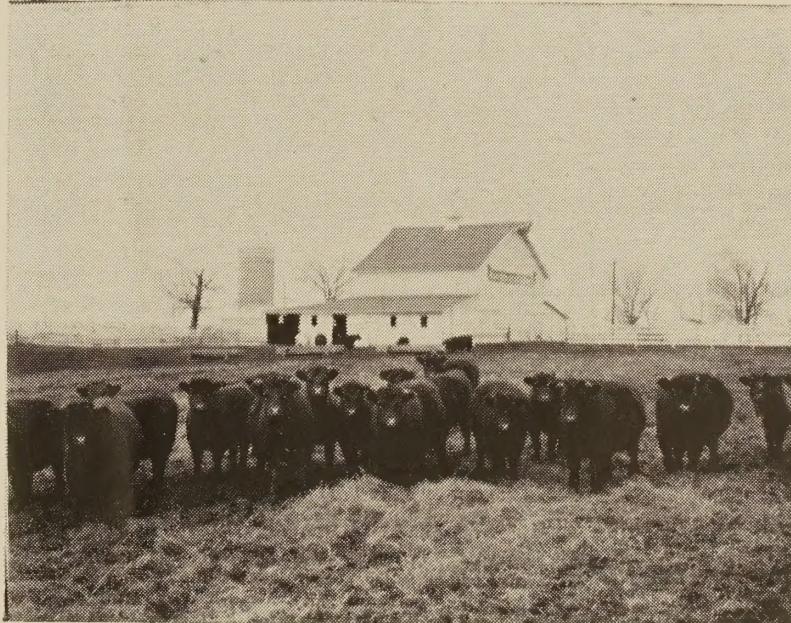
DIRECTORS

Robert Asquith, What Cheer
Robert Blum, Terril
Wayne A. Carr, Cincinnati
Lou Laughlin, Imogene
R. W. Packer, Marshalltown
Kent Seely, Algona
Ralph S. Stirm, Brandon

THE 1960 MEMBERS WERE:

1. Robert B. Asquith, What Cheer.
2. J. C. Barnhart & Sons, West Branch.
3. Lloyd G. Beecher, Union.
4. Martin Blass, Sac City.

5. Minor Blum & Son, Terril.
6. L. C. Bolson, Decorah.
7. Wayne A. Carr, Cincinnati.
8. Frank Dempster & Son, Arlington.
9. Jack Garrelts, Ayrshire.
10. A. E. Grandgeorge & Son, Eagle Grove.
11. Albert J. Hamann, Rock Rapids.
12. Vernon J. Haman, Iowa City.
13. Miles M. Mann, Woodbine.
14. W. N. Moore, Iowa Falls.
15. R. W. Packer & Son, Marshalltown.
16. William R. Paetz, Algona.
17. Loraine H. Rock, Dixon.
18. L. E. Sasse, Sleepy Eye, Minn.
19. Seely Bros., Algona.
20. Ben G. Studer, Algona.
21. Clyde Wasson, Dexter.
22. Jilji J. Wellik & Sons, Britt.
23. Westnoll Farm, Arthur.
24. K. W. Zinnel & Sons, Rockwell City.
25. Glenn A. & Dean Windom, Lenox.
26. Laurance Falcon, Rowley.
27. Philip Johnston & Sons, Castana.



Heifers headed for the September 25 Sale

**VON
BER
MAR
SALE
SEPT.
25**



REGISTERED BULL IN A HOTEL LOBBY

Von Ber Mar Roan Robin became the first bull in history to register at the swank Hilton Hotel in Denver. Truett Gore, the manager of the hotel, hands R. Roan Robin a pen for registration, but R. Roan Robin declined the offer since he had already been registered by the American Shorthorn Association office in Omaha. He did accept the hospitality of the house and spent the evening reclining on a mountainous couch of Colorado wheat straw in the middle

of the lobby.

R. Roan Robin was the center of attraction the night of the Shorthorn Association annual meeting and banquet. His owner, who occupied less spacious quarters in another part of the hotel, hopes the experience has not spoiled his junior herd sire—as Moore said, “It is not every bull that gets to sleep in a hotel lobby 300 feet long with an open bar at one end and a star spangled Christmas tree at the other.”

VON-BER-MAR FARMS

Lenox, Iowa

Bulk Rate
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R.R.